#So Berlin?

Clustering Germany's biggest cities according to their nightlife, average income and rental prices

Felix Klapprott

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Part I: Introduction

1.1. Background

Have you ever been to Berlin? If yes - you might have heard someone saying "omg that's so Berlin". Berlin has become one of the most popular places to live for young people, not only from Germany but from all around the world. This is partly because of its vibrant nightlife and the diversity of potential nightly activities. It also used to be a very affordable place to live (and still is compared to other European capitals). While for some people, a couple of big famous clubs with their almost unlimited freedom are the main attractions, many appreciate the options of going to clubs as well as to pubs or cocktail bars. As Berlin became more popular, rental prices have gone up and entry requirements for many of Berlin's universities became stricter. Therefore other cities like Leipzig benefited from Berlin losing its appeal as city which is "arm aber sexy" (poor but sexy; (in)famous quote by a former mayor). The question where to study and consequently where to move, is often based on the city rather than on the university. Hence many students wonder where to move to account for both living on a financially sound basis and yet hedonistically enjoy themselves.

1.2. Problem

How to account for a city's nightlife and less fun statistics like average income or rental prices? Foursquare data about the diversity or pattern of potential nightlife activities in a city can be used to determine which cities resemble each other regarding their nightlife in order to analyse options for people seeking to relocate. As even the most hedonistic night owl needs to eat and sleep at some place, accounting for rental prices and average income is useful.

1.3. Interest

People who plan to move to another city and which are strongly driven by maintaining their style of nightlife might be interested. For example: Imagine someone who has just finished their Bachelors at one city in Germany and are now wonders where to apply for their Masters within Germany.